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Attorney for Counter-defendant  
Paul Montwillo

UNITED STATES DISTRICT COURT  
FOR NORTHERN DISTRICT OF CALIFORNIA

PAUL MONTWILLO, an individual;

Plaintiff,

vs.

WILLIAM TULL, an individual; DANIEL  
GIBBY, and individual; GIBBY  
NOVELTIES, LLC dba ARSENIC & APPLE  
PIE, a California limited liability company;  
and DOES 1-100, inclusive,

Defendants.

WILLIAM TULL, an individual;

Counter-Claimant,

vs.

PAUL MONTWILLO, an individual, and  
DOES 21 through 30, inclusive,

Counter-Defendants

Case No. C 07 3947 SI

DECLARATION OF PAUL MONTWILLO  
IN SUPPORT OF HIS MOTION FOR  
SUMMARY JUDGEMENT

**Date:** April 4, 2008

**Time:** 9:00 a.m.

**Court:** 10, 19th Floor

**Judge:** Honorable Susan Illston

Complaint Filed: August 1, 2007

Counterclaim Filed: January 11, 2008

Trial Date: June 30, 2008

I, Paul Montwillo, by personal knowledge, hereby declare that if called to testify I could  
and would attest to the following:

1           1.       In approximately 1994, I was in a Toys-r-Us store and noticed a wig for a 12 inch  
2 doll and immediately thought "drag queen." I bought the wig, a Barbie Doll, and made a "Drag  
3 Queen Barbie Doll," which was actually a three-dimensional caricature of my friend Brian  
4 O'Rourke who often dressed as a "drag queen" for Halloween. Before I created this doll, I had  
5 not nor have I since, ever seen another drag queen Barbie Doll made before this time. I made the  
6 caricature of O'Rourke and gave it to him as a gift.

7           2.       The three dimensional caricature of O'Rourke I made was a big hit with my  
8 friends, who in turn encouraged me to produce others. I did. I made several other "drag queen"  
9 dolls then branched out into a wide-variety of caricature Barbie Dolls. For example, I produced  
10 a caricature of "Carrie," the central character played by Sissy Spacek in the classic 1976 horror  
11 film of the same name directed by Brian DePalma and written by Stephen King. On the  
12 political-side, I also created a caricature doll of then San Francisco mayor Willie Brown. I also  
13 created caricatures of other classic American cultural icons, such Grant Wood's famous 1930  
14 painting American Gothic of a farm couple standing in front a white house, with Barbie as the  
15 wife. However, at that time, my most popular creation was a doll called "Trailer Trash Barbie."  
16 I originally created "Trailer Trash Barbie" as a pregnant Barbie Doll in denim skirt, smoking a  
17 cigarette and holding a pig. I made several versions of the "trailer trash" doll, including a  
18 pregnant Barbie holding a beer and smoking a cigarette. As a matching piece to the Trailer  
19 Trash Barbie, I made a male doll that had a "mullet" style hair cut (short in the front and long in  
20 the back).

21           3.       In the summer of 1996, I lived with my domestic partner Woody Evans, who at  
22 the time was the store manager at In-Jean-ious Active, a store owned by Tull, located in San  
23 Francisco on Castro Street near Market Street. On my behalf, Evans displayed some of my doll  
24 creations at In-Jean-ious Active. My dolls created such a stir with customers that Evans asked  
25 me to make some to sell during the 1996 Christmas holiday season. I did so. In addition to  
26 attracting some sales, the dolls also attracted the attention of Mattel, Inc., the producer of Barbie  
27 Doll. Mattel, Inc. filed a lawsuit against me (for privacy concerns, I used the name Paul Hansen.

1 Hansen being my mother's maiden name) and In-Jean-ious Active. *Ibid.* Mattel's lawsuit  
2 generated media interest in my dolls. Attached hereto as Exhibit A are true and accurate copies  
3 of some of the news articles about my dolls from this period. In-Jean-ious and I both eventually  
4 settled with Mattel. I did so by promising not to sell any dolls packaged in the color pink or  
5 using the word "Barbie." Otherwise, I was free to create parody Barbie Dolls in pink boxes, but  
6 not to sell any.

7 4. Undeterred by the restrictions contained in the settlement agreement, in 1997 Tull  
8 and I entered into a partnership to create and distribute my dolls. In the fall of 1998, Tull and I  
9 converted our partnership into a limited liability company, and registered it with the State of  
10 California as Arsenic & Apple Pie, L.L.C. ("AAP"). At some time soon thereafter, Tull and I,  
11 with the assistance of Tull's attorney David Wong, entered into negotiations over the new  
12 company's Operating Agreement ("Operating Agreement"). Several drafts were created and  
13 edited before the final version was executed in May 2000. During the negotiations, I removed  
14 from the Operating Agreement any language that would transfer my rights to the intellectual  
15 property of my dolls to AAP. The end result being that the final Operating Agreement, which  
16 was drafted by Tull's attorney David Wong, is silent with regards to ownership of intellectual  
17 property. A true and accurate copy of the executed Operating Agreement is attached hereto as  
18 Exhibit B.

19 5. By the terms of the Operating Agreement, Tull and I are the only members and  
20 have equal status. The Operating Agreement provides that both of us equally contribute 50% of  
21 the initial start-up capital - \$2,500 each (\$5,000 total). Tull loaned me \$2,500 for my half of the  
22 initial capital contribution. Tull also contributed \$2,500 for himself. Further, the Operating  
23 Agreement provides that Tull and I have 50% ownership and control.

24 6. At no time did I have any other relationship with AAP besides a Managing  
25 Member, specifically I was never an employee of AAP nor was I ever hired by AAP as an  
26 independent contractor.

1           7. Over the course of the next few years, I tweaked my prior doll designs for the  
2 purposes of mass production. I worked with an overseas manufacturer to develop workable  
3 prototypes for the five dolls that are subject to this litigation. Three of the five prototype dolls  
4 were manufactured by AAP – the Red Hair Drag Queen Doll, the Blonde Drag Queen, and the  
5 Trailer Trash Doll. I also created prototypes for the other two dolls subject to this litigation, but  
6 those two dolls were not manufactured by AAP – the Pregnant Doll and the Mullet Doll.

7           8. I also contributed to AAP within the areas of responsibility designated in the  
8 Operating Agreement. Among my other duties, I designed AAP's product packaging, drafted the  
9 content for the packaging, hired a web designer and supervised AAP's website. I developed  
10 other products, such as watches and t-shirts, some which were produced and some that were not.  
11 I engaged in marketing and advertising as well.

12           9. Tull contributed to AAP within the scope of his designated areas of responsibility  
13 as well. He also loaned AAP funds pursuant to loan sections of the Operating Agreement, but at  
14 no time did Tull increase his capital contribution as defined in the Operating Agreement.  
15 Although AAP manufactured and sold many dolls, I was never paid any proceeds. All revenues  
16 were either poured back into production or used to pay-off Tull's private loans to the company.

17           10. Faced with mounting personal debt and no proceeds from AAP, in March 2002, I  
18 filed in proper a petition for personal bankruptcy under chapter 7. Since I had never made any  
19 money from the artwork upon which the dolls were made, I did not list the artwork in my  
20 bankruptcy petition. The court closed my chapter 7 filing, entering the final decree on October  
21 28, 2002.

22           11. Over a year later, on behalf of Tull, attorney Wong sent me a letter dated April 7,  
23 2003. A true and accurate copy of Wong's April 7, 2003 letter is attached hereto as Exhibit C.  
24 In this letter, Wong advised me that since I filed a petition for bankruptcy, Tull was purchasing  
25 my membership share for what Tull calculated was the fair market value – one dollar (\$1.00).  
26 Wong further advised me that if I did not contact Tull or himself within 30 days to object, AAP  
27 would adopt the \$1.00 valuation and execute the purchase.

12. Tull and I entered into negotiations pursuant to the Operating Agreement over the price of my membership and reached an oral agreement of \$16,000. But, Tull did not pay that amount or any other. By letter dated May 2, 2003, I advised Wong that Tull had yet to submit payment of \$16,000. Attached hereto is as Exhibit D a true and accurate copy of my May 2, 2003 letter to Wong. By letter dated May 31, 2003, Wong sent me a draft purchase agreement. Attached hereto is as Exhibit E a true and accurate copy of Wong's my May 31, 2003 letter and the draft purchase agreement.

13. Over the next month, I made handwritten changes on the draft purchase agreement. By letter dated June 30, 2003, I advised Wong that I was willing to accept the offer of \$16,000 provided Tull accept my handwritten changes. Attached hereto is as Exhibit F a true and accurate copy of my June 30, 2003 letter to Wong. Wong redrafted the purchase agreement and it was given to me for acceptance. Attached hereto is as Exhibit G a true and accurate copy of the revised purchase agreement.

14. The agreement was not executed by either party and Tull withdrew the offer.

15. The next communication I received from Wong was a letter dated June 23, 2004, indicating that Tull had abandoned his attempt to re-purchase my membership. Attached hereto is as Exhibit H a true and accurate copy of Wong's June 23, 2003 letter to me. In the letter, Wong advised me that instead of re-purchasing my membership, Tull was going to simply dissolve AAP. Wong further advised me that Tull was able to do so because Tull did not hold a membership meeting with himself within 90 days of learning of my bankruptcy petition, and pursuant to section 9.1(a) of the Operating Agreement, AAP automatically dissolves under such circumstances. Wong also advised me that Tull elected himself as the Liquidating Manager. I completely dispute the facts in Wong's letter. I told Tull well in advance of filing for bankruptcy that I intended to do so. At no time did he say that he would dissolve the company as a consequence.

16. By letter dated July 3, 2004, Wong advised me **for the first time** that AAP was claiming to the intellectual property rights to the five dolls that I created that are subject to this



1 litigation. Attached hereto is as Exhibit I a true and accurate copy of Wong's July 3, 2004 letter  
2 to me.

3 17. By letter dated July 8, 2004, I told Wong that I was exploring my rights, which I  
4 intended to assert and defend. Attached hereto is as Exhibit J a true and accurate copy of my  
5 July 8, 2004 letter to Wong.

6 18. By letter dated July 13, 2004, I advised Wong that as an equal managing member  
7 of AAP, he did not concede to the dissolution. Attached hereto is as Exhibit K a true and  
8 accurate copy of my July 13, 2004 letter to Wong. In this letter I told Wong that "I hold the  
9 copyrights to all my designs, not the company."

10 19. By letter dated July 16, 2004, Wong advised me that AAP was going to execute  
11 the dissolution, but he did not tell me when it would happen. Attached hereto as Exhibit L is a  
12 true and accurate copy of Wong's July 16, 2004 letter.


13 20. By letter dated July 20, 2004, Wong told me that since I declared bankruptcy he  
14 had no "grounds upon which to object to the dissolution of the Company." Attached hereto is as  
15 Exhibit M a true and accurate copy of Wong's July 20, 2004 letter to me Wong. In this letter,  
16 Wong told me that AAP was the sole owner of all of the intellectual property rights to the  
17 copyrights and trade names. He further threatened me by telling me to stop using AAP  
18 letterhead or I would be facing a lawsuit.

19 21. On July 2, 2004, I registered with the Copyright Office and was issued  
20 registrations for "Talking Pregnant Trailer Trash Doll, aka Trash Talking Trixie" registration  
21 number V Au 631-337 and "Trailer Trash Roy Doll, aka Bubba, aka Mullet Doll," registration  
22 number V Au 631-338. A true and accurate copy of those registrations is attached hereto as  
23 Exhibit N. On July 13, 2004, I registered with the Copyright Office and was issued registrations  
24 for the following dolls: (1) "Redhead Drag Queen Doll," registration number VA 1-271-341; (2)  
25 "Trailer Trash Doll," registration number VA 1-271-342; and (3) "Blonde Drag Queen Doll,"  
26 registration number VA 1-271-343. A true and accurate copy of those registrations is attached  
27 hereto as Exhibit O.

1           22.     Shortly thereafter, I looked around for an attorney and finally hired attorney  
 2     Curtis Smolar. By letter dated September 22, 2004, Smolar contacted Wong to tell him to stop  
 3     the dissolution proceedings. It was only after time did I learn that Tull had already liquated AAP  
 4     and sold its assets, including my copyrights, to himself, then to Daniel Gibby, and then Gibby  
 5     sold them to GN. Attached hereto as Exhibit P is a true and accurate copy of Smolar's  
 6     September 22, 2004 letter to Wong.

7  
 8           I declare under the penalty of perjury under the laws of the State of California that the  
 9     foregoing is true and correct.

10     Executed on March 20, 2008.

  
 Paul Montwillo

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 13     San Francisco, California  
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## **EXHIBIT A**



# LIFORNIA

ND-NORTHERN CALIFORNIA

**Black English:**

(1) The first of these is the  
 fact that the British  
 Government has not  
 been able to secure  
 the necessary  
 financial resources  
 to meet the needs  
 of the country.



7	ADRIAN & IDEAS	13
10	EDITH & ADRIAN	14
12	CONRAD & ADRIAN	15



# Messin' with Barbie

ator of the now-famous  
aler Trash version says  
'got a hobby gone mad'

11. 22-05-2018

But the NYS is serious about physical education — and that's what we've brought to the community. As an American, and with playing with the kids daily, we've learned an important, a sustainable truth: that the best teacher is in the hands of Art Day.

...the new 44-inch-upon-30-inch from Tootle and the Viceroy in the Control room series." The new models, and their counterparts, the 44-inch Viceroy, 44-inch, seemed in front of the TV. The new transforming with Tootle in ways more than the overland power on board.

[illegible][illegible]

# Some get to file tax form by phone

For the 1.6 million Californians who are eligible, returns can be done in just a 10-minute call!

By Doug Wilder

**SACRAMENTO**  
 (UPI)—A state judge has  
 ordered the state to pay  
 \$100,000 to the family of  
 a man who was killed by  
 a police officer.

[illegible]

A pilot program last year sent about 10,000 Chileans the their returns by telephone. The results show that 80% of the calls were successful, and the program is being expanded to all of the country's regions.

of the 1970s. The 1980s brought a new wave of innovation, with a focus on the health of the individual. The 1990s brought a new wave of innovation, with a focus on the health of the individual. The 2000s brought a new wave of innovation, with a focus on the health of the individual. The 2010s brought a new wave of innovation, with a focus on the health of the individual. The 2020s brought a new wave of innovation, with a focus on the health of the individual.

Tell him you're a lesbian. It's a one-day, You Don't Have to Be Gay to Be a Lesbian, event. After you do your three speeches on a "truth" card, he'll be asked to sign your name and place on a "restitution" card. But then you'll get him, a host of real-life lesbians.

Most Americans eligible to vote probably will be mailing ballots, and a big attraction is the convenience. The Board's estimate of a turnout within the legal community is 95%.

There's a whole new reason in the T-Mobile marketplace and now with your checkbook, it's more extraordinary. Like last offer, you'll find great deals by using T-Mobile's marketplace.

In addition to the income and capital gains tax credits, TeleFile users may also receive enhanced deductions for their interest in a related industry, such as depreciation

1997-1998



...making the education and training of the public the first step in the process of understanding how the law works. ...the speaker, Alan White, ...of interactive strategy for J. Edgar Thompson, a New York ...It was well worth it."

...the Muzgaskis ...have to wrestle with those ...questions. On Valentine's ...a verse on their answering ...congratulated Brenda for ...accepted at Wharton. The mes- ...came with no mention of Marc. ...the message was from the ...problem, welcoming Marc ...the program," Brenda says.

## oming We Have Visitors With Us

...only quit as the head of Smith Barney's dual funds operation in a much-publicized career change.)

"Well, some people think so and some ...not so sure," Mr. Rubin said ...

...dy not fascinated. The kids ...to lifestyle topics, asking the men ...their favorite sports and their pets. ...Mr. Rubin let on that he prefers golf and ...a little dog, a bichon frise named ...Mr. Rubin briefly looked ...then recovered to say that his ...two cats, Max and Sophie, that ...get to see too often.

...Mr. Rubin asked he likes to watch basket ...and play tennis, but he didn't try to ...the kids by dropping the names of his ...telling playing partners.

...The lastest question of the 20 minute ...session came from Dorelle, 12. She asked ...men to name their best friends. Mr. ...it was quick to say. "My wife."

...Mr. Rubin wavered. "I think I'd better ...who," he said, then quickly recom- ...Alan Greenblatt?" he wondered ...referring to the man most often ...faced with steering the U.S. economy ...a front row economy shoals throughout ...the nation's time in Washington.

...he finally decided, "my wife."

...change and continued local media ...three months ago, Emory University ...Atlanta implanted a deep brain stimu- ...from where to further ...The sur- ...surgery was 10 hours and scary as all get ...out," he says. "But I would do it again in ...

...and his eyes on his dogs to prepare the ...serve to the ritual that could automati- ...ally move the animal's tongue and clear ...its airway. Ultimately, his work led to a ...

Please Turn to Page H10, Column 3

...the bill is for "opening" a case file, ...it's possible your lawyer is literally

Leave the Heavy Lifting to Us

...if the bill is for "opening" a case file, ...it's possible your lawyer is literally

...of the bill for the work of ...to merely ...even though in ...

Please Turn to Page H10, Column 3

## TOYS

# Barrister Barbie? Mattel Plays Rough

by LISA HANSON

...And, because of the way ... For the past eight years, the first ...takes Chapter of the Barbie Collec- ...club has held an annual fund-raiser for ...children's charities. Called the "Barbie ...Grants a Wish" weekend, the group ...Barbie dolls and donates the proceeds ...about \$200,000 over the years, to ...in children around Troy, Michigan.

...But something will be missing from the ...Troy fund-raiser this year. The ...received a cease and desist letter from ...the maker Mattel Inc., demanding that it ...remove the Barbie name from the event. ...Mattel says it will not lend its name to any ...event it does not officially sanction.

"We call it the doll formerly known as ...Barbie," tells Nicole Reppmann, a club ...member.

...For nearly four decades the plastic ...princess has lunched Malibu malts, ...cashmere coats and pink pantyhose. But ...lately she's taken to suits. Very expensive ...suits.

...Mattel is so serious about pursuing ...suspected copyright poachers that it is ...waging one of the corporate world's most ...aggressive trademark wars. "The more ...popular the brand becomes, the more ...aggressive we have to become," declares ...Michelle McShane, the company's senior ...counsel. "We have an intellectual prop- ...erty, not a doll. We vigorously look for and ...pursue any and all infringements."

...The company considers an infringe- ...ment to be any unauthorized use for an ...other's commercial benefit. In addition, ...Mattel will also pursue uses it considers ..."illicitous or objectionable matter particu- ...larly for our target audience of girls ...ages 3 to 12," says spokesman Sean Feltz ...gould.



**'I THINK OF BARBIE as a universally-accepted vehicle that kids project their imaginations into. We have an obligation to keep it pure,' explains Bruce Stein, Mattel's chief operating officer.**

...The perpetrators, indeed, are every- ...where. There are battered Barbies on the ...Internet and 12-step Barbies in poetry ...books. Mattel is now in fluid negotiations ...with the Body Shop to resolve the issue of ...the British company's current ad cam- ...paign featuring a fat Barbie look-alike ...hanging on a sofa.

...Last spring Mattel filed suit against a ...doll collector's magazine that pictured the ...teen-age bombshell with cigarettes and ...champagne. The company sued Seagram ...Co.'s MCA Records for a hit record that ...calls the doll a "blond bimbo girl" and ...Nissan for its car commercial with a ...look-alike Barbie and Ken. Mattel also sent ...cease-and-desist letters to Web site artist ...Reg Case "who pictured Barbie, who is ...forever single, visibly pregnant."

...Many of the suits target damaging ...corporate copyrights, or images that ...damage the brand, Mattel says. "I think of ...Barbie as a universally accepted vehicle ...that kids project their imaginations into— ...we have an obligation to keep it pure," ex- ...plains Bruce Stein, Mattel's chief operat- ...ing officer. "We can't go through every ...unauthorized user to see how it's used. ...We have to have one rule — you can't Use ...It."

...But Mattel's aggressive approach risks ...alienating consumers and fans who don't ...understand the legal fine points. Mattel ...has notified all collectors' clubs that they ...can no longer use the Barbie name unless ...they agree to an official license, which has ...confused and enraged some members. And ...as lawsuits multiply in countless courts ...across the land, even some courts have grown ...sore of Barbie's brats.

...Consider the case of Paul Hansen. ...Several years ago, the San Francisco- ...based artist created a line of satirical dolls ...featuring Exorcist Barbie, Tonya Harding ...Barbie and Drug Queen Barbie. He sold ...about 150 for a profit of about \$2,000. ...Mattel quickly slapped him with a law- ...suit — claiming \$1.2 billion in damages.

...Mr. Hansen vowed to never sell his ...creations in stores again — only through ...art galleries with the proceeds going to ...charity. But Mattel's lawyers still wanted to ...go to trial to collect damages and win a ...stakeholder definition of "art gallery." After ...nearly a year of litigation, even the judge ...lost patience.

"Look, ma'am, have you ever had in- ...surance experience a defendant who has had ...

Please Turn to Page H10, Column 3

## DRUGS

# FDA to Watch Drug Switching, Sales Practices

By Bruce H. Hanson

...WASHINGTON — The government in- ...tends to hold the nation's big drug makers ...accountable for any marketing misdeeds ...committed by their subsidiaries in the ...booming \$40 billion-a-year business of ...managing prescription-drug benefits.

...Under guidelines issued yesterday, the ...Food and Drug Administration would — for ...the first time — regulate the advertising ...and marketing practices of pharmacy ben- ...efit management companies, or PBMs, the ...same way it regulates the drug makers' ...promotion activities.

...An estimated 115 million Americans are ...enrolled in PBM-run prescription drug ...plans. PHILLY & Co.'s PCS Health System ...Inc. unit alone provides coverage for 2 ...million people.

...The FDA's first regulatory foray into ...the managed care field reflects concern ...over the marketing clout of big ...PBMs acquired by Merck & Co., Smith ...Kline Beecham PLC and Lilly in recent ...years, and the widespread practice of ..."drug switching."

...One concern is that, in the fight to ...market share, PBMs owned or controlled ...by drug manufacturers push their product ...on medical-insurance companies, or ...health maintenance organizations, some- ...times to the detriment of patient care. ...Another is that these PBMs often persua- ...doctors to switch patients to less ...drugs by making "indications"

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**OUT THERE**

by Chris Cutwell  
and Pithy Galore

to those of you who didn't read about it in the New York Times, Sarah Pettit, editor-in-chief of *Out* magazine, has been ousted by Henry E. Scott, the president of Out Publishing Inc. The news came as something of a shock to Pettit, who, at *Out's* recent party celebrating its annual list of 100 most influential gay men and lesbians, had been thanked by Scott for doing a great job in her five years at the helm.



Quoted from Qnt: Sarah Pettit

Indeed, according to the *Times*, Pettit's handling of *Out* magazine has been so steady that "the magazine expects to turn a profit before the end of this month." For her part, Pettit, whose contract was up for renewal in February, was quoted in the *Times* as saying, "I am contemplating a breach of contract lawsuit and possibly charging sex discrimination."

Scott called the charges of sexism a "combination of bluster and prepotence," and said he'd dismissed Herlihy because "he was not happy with the direction of the magazine." He also said the monthly's name had become "an impersonal," that the product "lacked focus," and that he wanted more "service-oriented" material about how gay people live their lives.

Well, we recognize some of these complaints as the standard-issue whines of trigger-happy publishers, but the larger confusion—“active-oriented journalism,” has us stumped. Isn't that in essence a complicated way of saying “paid advertisement”? In his recent book *The Rise and Fall of Gay Culture*, Daniel Harris suggested the coincidence of at Madison Avenue and queer journalism. Some folks dismissed Harris as a paranoid boob, but it seems to us like we're about to see a classic demonstration of his thesis.

## Plastic princess

Oh, that Barbie, she may only be plastic doll, but she can duke it out with the best of 'em. Local artist Paul Hansen can attest to that. Last year, during the "Waltz of the Dicks" contest, he created modified versions of Barbie — Trailer Trash Barbie, Drag Queen Barbie, and Big Dyke Barbie — at a store in Castro street. Says wags were brisk, but Hansen's gig was quickly nixed when, sure at Market, Barbie's creator, Mattel, filed suit with a hefty lawsuit for defaming their precious article of popular culture.

According to a recent story in the San Francisco legal newspaper *The Recorder*, Hansen agreed to

stop selling his尿  
Burbies, but that  
wasn't enough for  
Mattel, which also  
demanded that  
Hansen stop dis-  
playing the dolls  
in art galleries.

In these  
against  
Hansen.  
Marie is  
arguing  
that the  
artist's depic-  
tion of Barbie  
is not negative,  
in particular Barbie Traylor  
thinks, which shows Barbie with  
a bad eye job and a cigarette  
hanging from her mouth; and  
Dion Queen Barbie, a keen doll  
"dressed in Barbie clothes and  
wearing a wig" according to *The  
Recorder*, Hansen has also fash-  
ioned a "Pristi-  
ne Barbie  
with accu-  
satory" that  
include a coun-  
down, a 12½  
and a marriage.

ative dolls associate Mafie's Barbie line with such antithetical themes as prostitution, child molestation, incest, violence, and the stereotyping and ridiculing of gay people." One of Mafie's lawyers wrote in a reply to inquiries made by *The Recorder*.

We didn't want to tell Clinton how to proceed, but we think the appropriate responder to that endless missile would be to point out that Mexico's continued backing of a product that promotes malaria *has* been a hefty Bernbach tactic. Bernbach is almost always white, and their debaucherization of

## Hollywood royalty

## Hollywood royalty

Shirley Kay **Faye Dunaway** never materialized, as rumored, at either the Friday or Saturday run of *Christina with Christina* in *new*ford at the Castro, but we're pretty sure the ghost of Jose **Camard** was in the house (perhaps adding with a softening distance of a few years to the already far-reaching South Island style dance class he adopted, teaching Christina from wearing up a little LC, such as Castro impression **Marc Huettli**—*erik lee*—and even **Wilde interview Erik Lee** **Preminger** [2010's *new*]) asked why LC insisted on keeping the temperature on movie sets having to stay above freezing, Christina said, "I think it's a comforting measure." I think she's right, but let her, adding that her mother's New York apartment "was always cold."

Still, while Craxi took a few playful swipes at her famously ill-tempered mother, this wasn't the Joan Craxi confession that several fanatical fans we knew thought it was going to be. If anything, Christina Craxi seems like a really down-to-earth person, was certainly not, if not forever still, toward her mother. Oh, it's true, she pulled a decorated wire hanger from a bag to give to the winner of the go-at-you contest, but it was hardly held out in a vicious way. Craxi never writes for the fall.

And there were plenty of opportunities. Like when Frimpong asked Crawford to explain why she doesn't like the film *West 111* of her book. To our surprise, Craw-



From Sara  
Strahmeyer's book  
Barbie Unhinged

wood had known about our husband everyone knew what [Gawwold] had done to stop my career [as an actress]. In some sense, this was a case of the Mississippi Gas. From 1966,"

What's up next in *Kind of Blue*? Stay tuned to this and find out.

### Politics and tube soil

Last Wednesday, we all went over to Newark's 11th Street to join our cause for the annual B.A.R. X. As in years past, we were again greeted by a magnificent spread of all the region's contributions of alcohol, but this time the bill alone was \$1,000. Intimate gathering, and that that included several **Sweet Lips** (hunking up in a rhinestone-studded front big wig position). **Ms. Milgrom**, **Katrina Leal**. Though we weren't being a bit "silly" (the feminists and a few lesbian members raising their politics at various points), but it means we want to have pretty situations even bordered



510 - 658 - 2



**NOW PLAYING** - special Christmas

WED & THURS 8:30 / FRI  
FOR RESERVATIONS CALL

TIX - \$15.00 (VISA/MC) or TIX  
Plays at the 450 Geary Studio Theatre.



# Mattel's critics call it a free-speech issue

Continued from Page 1C.

protecting our trademark ... and that action has certainly been stepped up over the last few years," says Sean Fitzgerald, vice president of corporate communications for Mattel, which is based in El Segundo, Calif.

But the fallout has left some collectors feeling stung, and worried that Mattel is trying to stifle free speech among aficionados who have been critical of the company or some recent Barbie models.

"They have lost a tremendous amount of loyalty among serious collectors, people who have bought thousands of dollars of Barbies every year," says Priscilla Wardlow of Pasadena, Calif.

On some Web sites, as a mark of protest, photos have been blanked out or the letter "B" has been replaced by an asterisk, sometimes in every single word, not just "Barbie."

Some hard-core collectors have either cut down on their Barbie purchases or gone cold turkey, turning instead to newly introduced Barbie competitors, fashion dolls called Candi and Gene.

The four lawsuits, filed in federal courts in San Francisco and Los Angeles, target:

- Nissan, for its use of computer-animated dolls resembling Barbie and Ken in a recent television commercial.

- Ken Heuser, a San Francisco artist who transformed Barbies into "Trailer Trash Barbie," "Hooker Barbie" and other parodies ("Drag Queen Barbie" is a refurbished Ken), which he repackaged and sold.

- MCA Records, for the song



Adrian Drake Galleries

"Barbie Girl" by the Danish group Aqua.

- Miller's Report, a magazine for Barbie collectors.

Then there are the businesses. The Barbie Attic is now Doll Attic, while Mari & Barbie is Mari & B. The Nissan lawsuit isn't scaring up much sympathy — that's one big corporation suing another over an ad used to sell cars, says Lizette Nguyen, a collector and Candi dealer in Brooklyn Park, Minn.

But the other three suits are seen more as First-Amendment issues, attempts by Mattel to stifle

the suit was filed, contains several disclaimers that it's not affiliated with Mattel. But an article titled "Forbidden Photos" reproduces three photographs that Mattel had asked a publisher to remove from a reference book by Barbie collector and archivist Joe Blitman.

Mr. Blitman, who wrote the article, had posed a tennis-playing Barbie near a package of Virginia Slims cigarettes, a "Bubbles and Boots" doll by a bottle of Dom Perignon, and three lingerie-clad dolls sitting on oversized capsules. "They're meant to be cold pills, because they're going to catch cold sitting around in their underwear," he wrote.

Mr. Blitman wrote that Mattel in the past had produced wine sets for Barbie, and authorized a German photo that showed Barbie's upside-down legs sticking out of a champagne ice bucket.

"There is more of a perception of icy corporate fingers trying to control and micromanage our hobby," he wrote. He encouraged readers to cut out the photos and paste them in the blank spots where they had been deleted from his book.

Mr. Miller says he wasn't sure whether the lawsuit was in direct response to this article, as some collectors believe. But he stands behind it as news and a viewpoint of interest to collectors.

"The gentleman involved is one of the most important people in Barbie collecting," he says. "We thought it was important for people to learn what happened in this particular instance with his book."

"It's interesting," he says. "The story is true, and I think it's ultimately entertaining."

**Gene, created in 1994, is one of Barbie's new competitors creating a stir among collectors.**

social commentary, satire and critical review, she says.

"This is something that's broad," she says. "We really do believe it's freedom of speech."

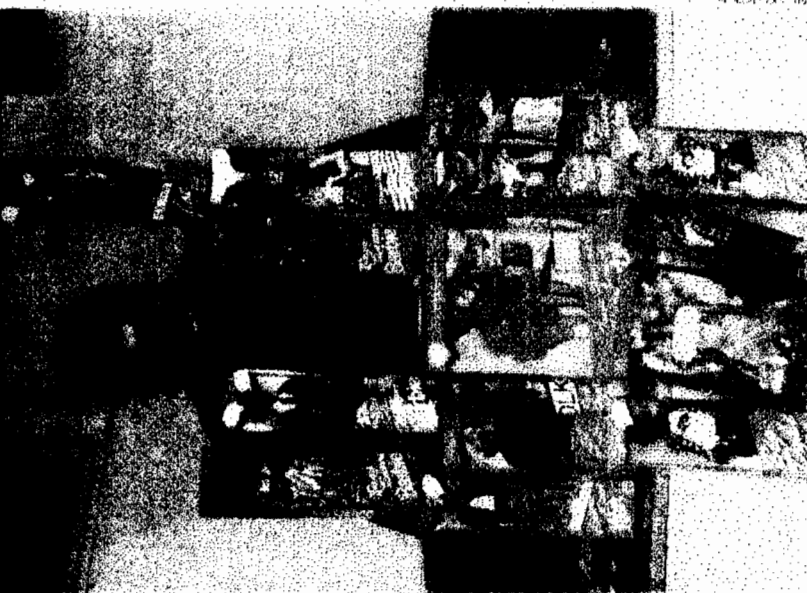
Miller's Report publisher Dan Miller, of Spokane, Wash., says he can't discuss many details of the lawsuit, but he feels absolutely secure in his right to run articles, both complimentary and critical, about the doll and Mattel.

"I wouldn't even begin to try to take on a task like this unless I felt we were in the right," he says. A 1996 issue, published before



# The Macintosh

By Walt Horton



Paul Hansen, behind a few of his now-famous collectibles.

**S**he's tall, she's blonde and she's ridiculously beautiful. She's a virtual icon even more revered than Barbie. But Barbie has given up the Mallin Road house and the red sports car to take on new alternative fashions.

Since last Christmas season when they were first introduced in the store-front windows of the Castro, Trash Barbie and Drag Queen Barbie have galvanized the attention of people around the world and across the United States. She and her made-for-TV partner have taken on the identities of jockeys, transsexuals, with a flowing head of hair and a five o'clock shadow, a third old queen complete with a jet belly that strains his old sweat tank top and a bag diva with a diamond studded nose, clad in flannel and denim—practically any persona that might cross the eyes of their creator, Paul Hansen.

## Creating The Image

Hansen spends his days naming the Macintosh dolls at the Academy of Arts College downtown. After hours, he focuses his creative energy on making Barbie and her a dozen identities out of the Disneyland closet. Hansen never seriously

soon afterward, the trailer trash doll appeared on the scene. He said he is inspired by the different people he sees around him everyday. "Basically what I see around me... the people in the Castro," he said. "That's really all of it. It's all people." He even has a Castro Queen, a Ken who you could swear just walked out of Palo.

Hansen, who is "inches from 30," takes the same fun we all take out of making beauty is from from her pedestal. He endows her superhuman perfection with common human flaws. "These dolls are so far from human," he said. "They have all these unattainable features. And if you put a human quirk on top of that, people just think it's hysterical."

## Stereotypical Humor: Barbs

The humor and irreverence come from Hansen's obvious use of stereotypes. He speaks the most common characteristics among different groups within and without the community. "I'm poking fun at stereotypes and people," he said. "That's more where I'm coming from... like the dyke doll has a faded haircut, the best lesbian. Everyone I've talked to thinks they're great. That's why the drag queen is so funny, because everybody thinks that every gay man's got a closet full of wigs and dresses." In fact, Hansen said that many people from the South are calling about the trailer trash doll. It seems like everyone wants to see their group represented. "It's just funny to see yourself in something like that," he said. "Or just see a negative stereotype turned into a joke, which it is... and everyone sees it as that."

Fortunately, Hansen has received no backlash from the gay community. He said for a gay artist to create gay stereotypes can only be humorous. "They were made by a gay artist and everyone knows that," he said. "If a tag calls another tag a tag, then it's no big deal. If a boxer calls someone a faggot, it's a different story."

Hansen even received help from his parents in creating his doll.

They found nothing unusual in his hobby. "My parents are used to me being a freak," he said. "It doesn't surprise them. They think it's funny." As he mused a very toy store in the Bay Area for doll wigs, underwear, jewelry and these billiard beer mugs, his parents called toy stores in New York and mailed him everything they could find that would help him.

## An Inside Joke Goes Wild

Hansen thought the doll was just an inside joke

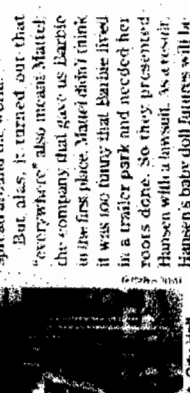
to his dolls. "They thought it was funny, he said. "I would never think that but they do." He was actually happy that his doll "reached so many people. But I was also a little insulted because as an artist, I have



Sporting a Detour Lounge T-shirt, Castro Ken tips around with a brew in front of Twin Peaks.

But Barbie was not an inside joke at all, and even his aunt from Denmark called when she read about the doll in a Copenhagen paper. The news spread when a reporter from the *Expressen* spotted the doll while shopping in the Castro and decided to do a story on it. From the *Expressen*, the story hit the Associated Press wire and from there went to every major newspaper in every major city in the world. "London, Paris, L.A., Hong Kong... it went on the wire, it was everywhere." It took less than a week for news to spread around the world.

But alas, it turned out that "everywhere" also meant Mattel, the company that gave us Barbie in the first place. Mattel didn't think it was too funny that Barbie lived in a trailer park and needed her roots done. So they presented Hansen with a lawsuit. As a result, Hansen's baby doll figures will be Barbie free. "I plan to design the doll's head myself. It'll be my own design." He said it will not be anatomically correct. "That's not my point," he said. "My point is more humorous. I'm poking fun at stereotypes."



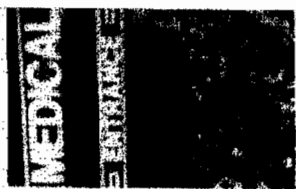
The fedora, the suit, City Hall... Could it be? Mayor Barbie?

When Hansen begins to manufacture his own doll, he will start with limited models. He plans to manufacture the trailer trash and drag queen versions. He is presently working in conjunction with toy companies to learn the ins and outs of manufacturing

## The Business Side

Hansen doesn't know his dolls' market value. He said that his life any. He said that as "Not to say I'm not up for fun. That's the best

live... just pointing us in Hansen plans to make a company which he will the owner of the business skill and the new doll promises to be out there and that's team." In fact, Hansen he four years doing projects Tull said that he doesn't the credit half of the joke laughed at the fact that a checklist. Tull, the fact that he has a book that depend upon the course



Pre-operative fantasy looking for

ings with Mattel. "We're crete," said Tull. As she "...love from the shadows," he said, the future will be more easily. He hopes in time for Christmas, price of the doll yet. So upon the manufacture that it's less than the of affordable.

Hansen's primary use cash from his dolls. "It strikes me," he said. "I won't try to make something that he has already made. That gives him even as they come in from of or Polk. In the end, his doll is representative of Hansen doesn't know

ing his dolls' market value. He said that his life any. He said that as "Not to say I'm not up for fun. That's the best

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They don't let up. They will go to court even if they know they can't win — I just want to settle and never deal with them again.

— *Truist Frash Barbie creator Paul Hansen*

## Sue Me, Barbie

Toy maker Mattel doesn't play around  
when it comes to trademarks

By KELLY FLAHERTY

**S**he may be blond, glamorous and only 12 inches tall, but Barbie is tougher than she looks.

Just ask local artist Paul Hansen, who dared to tweak the icon's image by selling modified dolls, including "Truist Frash Barbie," "Drug Queen Barbie" and "Big T-Bo Barbie," then a business at a store on Castro Street.

His creations drew the wrath of toy maker Mattel Inc., which slapped him with an eight-count trademark and copyright infringement suit in San Francisco federal court in August.

After receiving a cease-and-desist order, Hansen agreed not to sell his dolls, but he continues to use Mattel's name as trademark. He had won a court battle for Mattel, which demands that he stop displaying or selling his dolls, in an ongoing suit with a trademark.

"They don't let up," Hansen said. "They will go to court even if they know they can't win. I just want to settle and never deal with them again."





THE RECORDER • TUESDAY, NOVEMBER 11, 1997

9

# Where Barbie Goes, Trademark Fights Follow

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Southwestern, prostitutes, gay people and transvestites.

But Mattel and outside counsel Aubrey Packer, a partner with Los Angeles' Quinn, Emanuel, Urquhart & Oliver, declined to comment on the case.

But in a reply brief, Packer wrote that "Hansen's derivative dolls associate Mattel's Barbie line with such unsavory stereotypes as prostitution, child molestation, incest, violence and the stereotyping and ridiculing of gay people."

An artist who works full time in the computer lab at San Francisco's Academy of Art College, Hansen says he only made about \$2,000 on the dolls last Christmas, most of which he spent on a subsequent art show.

But Mattel, which argues that Hansen intends to sell the dolls in an art gallery, has refused to drop its damages claim.

At an August hearing, U.S. District Judge Charles Legge ruled against Mattel on all but one issue, saying Hansen could not display dolls that he dressed up as famous people, such as actress Nancy Kerrigan.

Because Mattel has its own line of celebrity dolls, Legge ruled that consumers could become confused as to whether the dolls had been made by Mattel.

At one point during the hearing, Legge accused Mattel of overkill and backing a series of better for pursuing its case.

"They [Hansen's attorneys] had you have gotten the picture of what you wanted and the rest of it is to make sure you're getting it," he said. "You're not getting it, are you?"

against you folks for not having it as a

return phone calls seeking comment. For his part, Hansen is taking the suit against him very seriously. He says he agreed not to sell Mattel's dolls or use any of their packaging.

But he also says he wants to continue making Triller Trash and Drag Queen dolls with his own doll bodies.

A recorded message at In-Juan's last Christmas informs customers that the dolls can be mail ordered, and adds that they will not be called "Barbies" or use any packaging resembling Mattel's.

"We got 3,000 phone calls for the dolls at the store," says Hansen. "I want to settle and get assurances that there will be no future suits if I stick to my agreement with them."

But trying to keep up any sales could spell trouble for settlement negotiations. Mattel's position is that a doll looks like a Barbie it would be problematic," says Denise De Mory, a Kessler & Van Nost associate representing Hansen.

The same issue has come up in the Nissan suit. Although the dolls used in the car commercial are not Barbie and Ken dolls, Mattel argues they look enough like them that the public will become confused.

But Schwartz, Nissan's lawyer, argues that Mattel does not have a trademark on every fashion item that resembles a Barbie.

"That would be blinding a whole lot of people," Packer PROSTITUTE BARBIE, a doll with a body that is a

dolls," says Schwartz. He says Nissan had the dolls made specifically for the commercial, modeling them in actors chosen specifically for the "part."

De Mory says it's Hansen's right of free speech to display the dolls at an art gallery.

"Our position is that Paul is making fun of Barbie," says De Mory, whose firm has taken the case on a pro bono basis.

De Mory says Hansen's derivative work is protected under copyright law's fair use doctrine outlined in the 1994 Supreme Court ruling *Campbell v. Acuff-Rose Music Inc.*, 510 U.S. 569 (1994). In that case, the court found that the song "Oh Happy Woman" by the rap group 2 Live Crew was a parody of the song "Oh Pretty Woman," and constituted fair use.

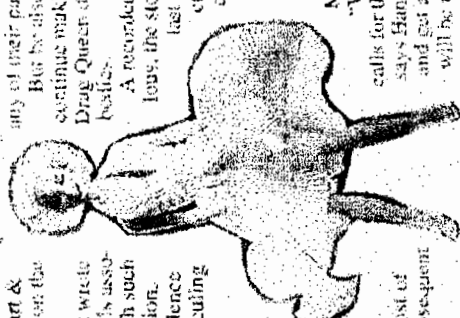
That decision was followed in March of this year by a Ninth Circuit U.S. Court of Appeals ruling that outlined the limits of the fair use doctrine. In *De Sève Enterprises v. Penguin Books*, 97 C.D.O.S. 2015, the court found that a parody cannot make a larger social or political statement outside the scope of the work or its artist.

Hansen has a large incentive to settle. If he loses, he could be hit with a hefty fine. Under copyright laws, each infringer of a right of publicity can pay a fine from \$500 to \$20,000. If the court included each side in a doll or photograph created by Hansen as an instance of infringement, the price tag could reach \$5 million.

"I can't afford to be taken to court every six months," says Hansen. "At this point, I'd do almost anything to get them out of my hair."

Reporter Martin Krumholz is a frequent writer for the Recorder. He can be reached at (415) 774-2222.

PROSTITUTE BARBIE, a doll with a body that is a

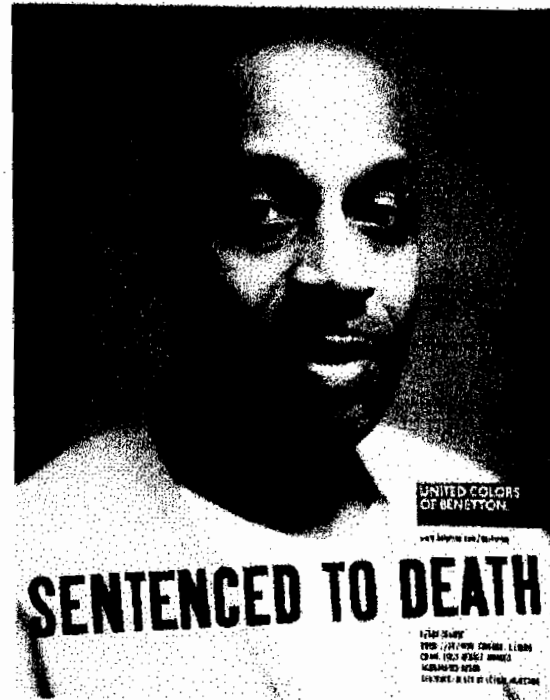


MATTEL'S MARILYN MONROE BARBIE



PARODY TRAILER TRASH BARBIE

humanitarian messages from corporate enterprises and this thought provoking work would certainly sit far more easily with our preconceptions if it were produced by a charity - but what does that say about our need to compartmentalise?



### Trailer Trash doll

from *Arsenic & Apple Pie*

Who's to say what is acceptable in a doll? Is it a snooty blonde with unfeasible proportions and a boyfriend called Ken, a man in a dress, or a rather less classy blonde, with dark roots, a cigarette planted firmly between her lips and a pig under her arm? The last two options come courtesy of San Francisco artist Paul Hansen and his new venture, to be found at website <[www.trailertrashdolls.com](http://www.trailertrashdolls.com)>. Hansen began customising dolls as a joke for his friends but after local publicity and a year in court in which he won a lawsuit brought by Barbie manufacturer Mattel, he set up making his own toys with a twist. His trailertrash honey, raised on meatwiches and the best kisser in the county according to her daddy, has a boyfriend called Mullet and two drag queen friends who go by the motto 'the higher the hair the closer to God'. Ghetto Trash and Euro Trash versions are in the pipeline. Perhaps these gloriously tasteless dolls challenge accepted norms - or maybe they are just fun. Barbie wouldn't play with them, although who can be sure with Ken? Buy one for fans of section 28 just to annoy them.

RoadTrip America® - Barbie As Art

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111 MINNA STREET, SAN FRANCISCO, CALIFORNIA—

111 Minna Street is no ordinary art gallery. "We're here to show alternative art, the kind that has no price tag on it," says owner Eiming Jung. And indeed, the art we saw there was priceless.

"Plastic Love" read the announcements. "A Group Show of Alternative 12-inch Generic Dolls." It took little reading between the lines to know they were

talking Barbie.

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Yes, Paul Hansen's medium of choice is Mattel's perennial fashion queen, and he isn't the only Barbie artist in San Francisco. Also on display at 111 Minna were works by Sue Wandell, Grant Salminen, and Steven Pim, and photographs by James Connelly, Jr. and Sattu Rau.

Paul's artist's statement was on display near the door. It was the perfect introduction to the show:



Works by Paul Hansen:  
"Trailer Trash Barbie"  
and "Exorcist Barbie"

"I started making these dolls three years ago. I am very much a child myself, and often shop at toy stores. A friend of mine was having a birthday, and I happened to be in Toys-R-Us. I noticed that they were selling wigs for 12" fashion dolls. For some reason the sight of this immediately made me think "drag queen". My friend was an avid Halloween Drag Queen, and so was born the first Drag Queen Doll. The birthday gift was received very well, and started me thinking of my next friends' birthday, and so was born a tradition.

"Anytime since, when a friend of mine has a birthday I make a portrait of them in the form of a 12" fashion doll. I just take a piece or two of their personality, and add it to the doll, and then dress it like them. As time went on I made more dolls, and more and more people encouraged me to sell them.

"Last Summer I displayed some dolls in the window of In~jean~ious (a store on Castro Street that I used to live above). People showed so much interest in them that Bill Tull, the store owner, asked me if I would make some for him to sell during the holiday season. I did so, and that's the reason you are reading this now.



"The dolls you are about to see are in no way affiliated with Barbie®, or the Mattel Corporation. As per the request of the Mattel Corporation these dolls are not for sale, nor are any dolls that I have made which are packaged in pink boxes, or display the work "Barbie"; so please do not ask to buy them.

"What you are about to see is a collection of portraits of my friends and acquaintances, and a few public figures who have intrigued me. Whether or not they have been painted on canvasses manufactured by Mattel is irrelevant.



Stephen Williams & Eiming Jung



Paul Hansen

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August 26, 2006

## Trailer Trash Turleen Doll Gets a Boyfriend



Trailer Trash Turleen, the pregnant doll (with curlers and cig in mouth) is one of my favorite WT items! Turleen is "preg-nint" again and when you press her belly she says stuff like: POUR ME A DOUBLE, I'M DRINKIN' FER TWO. I own one of these dolls and highly recommend you getting one too!

But the big news is this: She's getting a boyfriend. There is now going to be a BOY trailer trash doll---Jer-Wayne! He will be on sale in Mid-September and so you better order one before they are gone. Go to [Trailer Trash Doll](#) or go to [www.trailertrashdoll.com](http://www.trailertrashdoll.com).

Posted at 03:09 PM in [White Trash Culture](#) | [Permalink](#)  
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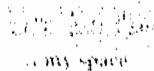
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◆ **BARBIE from C-1****Messin' with Barbie and gettin' famous**

wriggling on her hip, black roots beneath her platinum blond hair and the quote "My Daddy Swears I'm the Best Kisser in the County."

He gave Hooker Barbie her own negligee and condom. Carrie Barbie came clad in a prom dress, drenched in fake blood. Drag Queen Barbie was really Ken, but in a wig and gown, with electric blue eye shadow. Suffice it to say every Alternative Barbie that sprang from Hansen's imagination would be a little out-of-sorts in the traditional Malibu Beach House.

When The Examiner first reported on these Alternative Barbies, they already had struck a nerve with local consumers who embraced a satirical antidote to the pinnacle of plastic perfection: the anatomically over-correct doll who redefined the "figure" in figurine.

Castro apparel store In-jean-i-ous had nearly sold out of the hundred \$60 dolls proprietor Bill Tull had commissioned from the artist, who was determined at the time to remain anonymous.

As media worldwide picked up the "only in San Francisco" story, so many customers flooded In-jean-i-ous that the boutique had to install a special phone system to handle the orders, which still come in at a rate of about 40 per day.

"My aunt from Denmark called to say she read about them in the Copenhagen paper," Hansen said. "I've got a hobby gone mad. I figure what's the point of staying anonymous anymore?"

On the contrary, he's preparing for the gallery debut of his Anti-Barbies at 111 Minna Street Gallery. And he and Tull are searching for a way to begin mass production of the Alternative Barbies — correction, make that Alternative 11½-inch Generic Dolls.

In the interim, anyone who calls In-jean-i-ous to place an order is asked to leave a name and address. The store plans a mailing in about six weeks to let would-be customers know how to obtain their Alternative Barbies, and how much they will cost. Details remain up in the air.

Only one thing is certain: No longer will the bizarre bevy of Barbies be advertised or sold under the

objections of Mattel. The company, which is based in El Segundo, Los Angeles County, and whose global assembly lines churn out Barbies that sell at the rate of two per second, issued a cease-and-desist order against In-jean-i-ous for trademark infringement.

"Believe it or not, at Mattel we're still getting letters from offended people who say, 'How could you introduce a doll like that disgusting Trailer Trash Barbie?'" said Sean Fitzgerald, Mattel vice president for corporate communi-

**"There are very adamant Barbie image activists who didn't like this at all. ... So I don't suppose you'd know how I could get a Trailer Trash Barbie?"**

— Sean Fitzgerald,  
Mattel vice president

cations. "They think Mattel made them. I feel like writing back, 'Dear idiot ...' I mean, they really just don't get it."

There also are thousands of Barbie fan clubs and a host of collector trade publications, not to mention a Peninsula-based Barbie Hall of Fame, and some among the enthusiasts decried the defiling of their beloved Barbie.

"I just find what people are doing to Barbie so sad," sighed Lee Waters of Walnut Creek, an amateur collector who has passed her love of traditional Barbies on to her daughter, 8-year-old Katelyn. "Barbie has inspired generations of girls to dream wonderful dreams. First, her enemies tried to blame her for anorexia. Now, they're turning her into something degrading."

"Barbie doesn't deserve this. What's next — matricide and putting arsenic in apple pie?"

"There are very adamant Barbie image activists who didn't like this at all," said Fitzgerald, "though I think you'll find a lot of

people who love Barbie have a pretty healthy sense of humor about the whole thing." He added wryly, "So I don't suppose you'd know how I could get a Trailer Trash Barbie?"

The phenomenon had its inception three years ago, when Hansen was shopping for a birthday present for a friend of his who was a drag queen. "I got the idea to make him a Drag Queen Ken," Hansen recalled, "and when he unwrapped it at the party, it was a very big hit."

"After that it just became my traditional birthday gift for friends. They run the gamut — I did Trailer Trash for a straight friend, Big Dyke Barbie for a lesbian friend, you name it, and every time I gave somebody one, they'd say, 'Oh, my god, you gotta sell this.'"

He and Tull, an old friend, put the Alternative Barbies in the window of In-jean-i-ous to coincide with last year's Gay Freedom Day Parade — and they sold out in a week.

Now 29, Hansen was the oldest child in his family and a teenager before his little sister got into Barbie.

"I would cut her Barbie's hair," he said. "Personally, I just didn't like the hairstyle she came with, but it's not like I had any personal animosity toward Barbie."

"My sister? She thinks this whole thing is hysterical. She also thinks I'm the weirdest guy on Earth."

Some customers want the dolls as irreverent conversation pieces. For others, like Sue Wandell of San Francisco, the psychological motivation is more subterranean.

A woman who played with Barbies as a girl and said she had grown to become appalled at the materialism and shallowness Barbie celebrates, Wandell has collected some of Hansen's creations and also designs her own, from Voodoo Barbie to Barbie in a Rat Trap. "Once you start tampering with an icon like Barbie, it's difficult to stop yourself," she said.

That's precisely the instinct Hansen and Tull are banking on. "It's going to be hard to top Trailer Trash Barbie — everybody loves her," Hansen said. "I love this idea of people collecting them. You can't just have one Drag Queen Barbie — you have to have a blond, a brunette and a redhead. Collect all three. Mix and match the outfits — and the accessories. Why, the possibilities are endless."

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THURSDAY, DECEMBER 19, 1996

## LIFELINE

A QUICK READ ON WHAT PEOPLE ARE TALKING ABOUT

**THUMBS DOWN:** Given a bad rap, Rob Reiner's film about the Medgarh Evers slaying is the Most Offensive Film of 1996, says *Honkey in Hollywood*, a syndicated radio program that rates media portrayals of minorities. Ron Cameron Turner and Darryl James say the movie misrepresents history and dishonors the memory of the civil rights leader and his widow, Myrlie Evers Williams. *Honkey* also gave thumbs down to *High School High* and *Don't Be a Maniac in South Central* while *Drinking Your Heart Away* got the nod.

## BARBIE GOES BA-A-AD



The new Barbie, (manufactured here), born in 1959, looks like a real girl.

mark infringement.

Sick of Mattel's Barbie? How about Trailer Trash Barbie or Drag Queen Barbie? Stores in San Francisco are offering those and other unauthorized variations. Trailer Trash Barbie, for instance, has a cigarette in her mouth and black rock 'n' roll platinum blond hair. Says Sean Fitzgerald of legit Barbie manufacturer Mattel: "We're a very diverse society. Barbie respects that. But if somebody's marketing re-packaged Barbies, that's trademark infringement."